



WXYZ

# ORDER

Flight Dates **08/14/12-08/21/12**

Contract / Revision      **307835 /**

Original Date / Revision  
08/13/12    08/14/12

Advertiser **Citizens Protecting Michigan**

Agency    **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Product

**Citizens Protecting Michigan's Con**

Agency Com    15%

Billing Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-4

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	27	\$19,805.00	\$23,300.00	0.00	07/30/12	08/21/12	27	\$19,805.00	\$23,300.00
<b>Totals</b>	<b>27</b>	<b>\$19,805.00</b>	<b>\$23,300.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	08/14/12	08/17/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1--1--	:30	2	\$1,400.00	P-4	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/14/12	08/20/12	-1--1--		2		\$1,400.00		0.00					
N 2	WXYZ	08/15/12	08/20/12	6am News M-F Action News 6am	CM	6-7am M-F	1-111--	:30	4	\$650.00	P-4	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/14/12	08/20/12	1-111--		4		\$650.00		0.00					
N 3	WXYZ	08/15/12	08/21/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	-111---	:30	3	\$650.00	P-4	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WXYZ

Print Date: 11/12/12

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Contract / Revision **307835** Flight Dates **08/14/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/14/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	08/15/12	08/21/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- 111 - - -	:30	3	\$650.00	P-4	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/14/12	08/20/12	- - 11 - - -		2			\$650.00			0.00			
	Week:	08/21/12	08/27/12	- 1 - - - - -		1			\$650.00			0.00			
N 4	WXYZ	08/15/12	08/21/12	12p Noon News 12p News	CM	12-1p	- 111 - - -	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/14/12	08/20/12	- - 11 - - -		2			\$400.00			0.00			
	Week:	08/21/12	08/27/12	- 1 - - - - -		1			\$400.00			0.00			
N 5	WXYZ	08/16/12	08/21/12	5p News 5-6pm M-F	CM	5-6pm M-F	11- 1 - - -	:30	3	\$650.00	P-4	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/14/12	08/20/12	1 - - 1 - - -		2			\$650.00			0.00			
	Week:	08/21/12	08/27/12	- 1 - - - - -		1			\$650.00			0.00			
N 6	WXYZ	08/14/12	08/21/12	6p News 6-630pm M-F	CM	6-630pm M-F	11- 1 - - -	:30	3	\$900.00	P-4	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/14/12	08/20/12	11- 1 - - -		3			\$900.00			0.00			
	Week:	08/21/12	08/27/12	- 1 - - - - -		1			\$900.00			0.00			
N 7	WXYZ	08/14/12	08/17/12	7p News M-F 7-730p	CM	7-730pm M-F	- 1111 - -	:30	4	\$750.00	P-4	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/14/12	08/20/12	- 1111 - -		4			\$750.00			0.00			
N 8	WXYZ	08/19/12	08/19/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	- - - - - S	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/14/12	08/20/12	- - - - - S		1			\$2,000.00			0.00			
N 9	WXYZ	08/19/12	08/19/12	Early News Su Su 6-630p	CM	6-630pm Sun	- - - - - S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/14/12	08/20/12	- - - - - S		1			\$700.00			0.00			
N 10	WXYZ	08/18/12	08/18/12	Dream Cruise 7-9pm Sa Woodward Dream Cruise	CM	7-9pm Sat	- - - - - S-	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/14/12	08/20/12	- - - - - S-		1			\$3,500.00			0.00			
N 11	WXYZ	08/19/12	08/19/12	Woodward Dream Cruise Woodward Dream Cruise	CM	Woodward Dream	- - - - - S	:30	1	\$0.00	P-4	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/14/12	08/20/12	- - - - - S		1			\$0.00			0.00			
Totals														27	\$23,300.00